

TIME OUT TICKET FOR TALK



Leno Turollo - Playhouse Theatre - Portage La Prairie

CHILD PERSONALITY CONTEST PROMOTION

In order to try and combat the steady decrease in attendance, I attempt to keep a series of special promotions going throughout the year, that appeal to both adults and children, and as all my promotions are tied in with the local merchants, my costs for prizes and advertising, are practically nil, but my results, both in attendance and confection sales have been very good.

I am going to briefly outline my "CHILD PERSONALITY CONTEST", that is certainly not original, but I have developed a format that has spelled success for my theatre, so much so, that this is my second year on this promotion and those of you in small situations might be able to do something similar. My main sponsor, is Maxwell Studios, tied in with the Co-op Shopping Centre.

To enter the contest, an entry form is obtained from any merchant in the Co-op Centre. The completed entry entitles the child to have a portrait photograph taken free and the child receives a free pass. All photos are on display in the theatre lobby and each week, a panel of Judges selects the "Child of the Week." There are two groups -- A Group - up to 3 Years and B Group - 3 Years to 6 inclusive. Eight weekly prizes of \$5.00 merchandise certificates, good at any Co-op Store are given away each week. The major winner of each week, receives in addition, a \$2.00 Confection Certificate for my counter, from Maxwell Studios.

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On the eighth and final week, the winner receives a 16 x 20 oil painting and the two runners up receive 11 x 14 oil paintings of themselves, done by Bruin De Valerius, world famous portrait painter.

The parents of the final winner staff my Confection Bar and receive 10% of all sales made. Maxwell Studios underwrite the 10%.

In a small situation such as my own, you can realize the word of mouth comments, and the good-will created among the parents by my theatre. The judging keeps on drawing the people in, because they have opinions of their own. The parents behind the bar, just make the promotion a little more interesting.

I'll bring my outline to a close by saying, that the merchants are happy, the parents are getting into the habit of coming into the theatre, mainly because they thoroughly enjoy themselves, during the judging, and I'm happy, because I know I'd be in a little trouble on my 24 Sheet if I didn't have those extra sales at the boxoffice and at my Candy Counter.



Enter Your Child **FREE!**

Maxwell Studios 8th Annual

CHILD PERSONALITY CONTEST

CONTEST STARTS TUESDAY, JUNE 28th

Free! Theatre Pass, Courtesy of the Playhouse Theatre,
to Every Contestant.

Free! 8 Weekly Prizes — \$5.00 Merchandise
Certificates, courtesy of the Co-op Shopping Centre.

**3 GRAND PRIZE WINNERS
WILL EACH RECEIVE —**

Their **PORTRAIT IN OIL** by Mr. Bruin De
Valerius (Famous Dutch Painter)

The Grand Prize Winner and the two group winners each will receive a portrait in oil, size 16 x 20" and two 11 x 14" painted by the famous portrait painter, Mr. Bruin De Valerius, who painted portraits of Her Majesty Queen Elizabeth and President Eisenhower, and other famous personalities.

CONTEST RULES

1. Contest will be judged solely by photographs taken by the MAXWELL STUDIOS and CAMERA SHOP, 222 Sask. Ave. W., Portage to Portage, Manitoba. All photos taken **FREE** **OPEN** **ASA** **APOLLO** **EXL**.
2. The contest is divided into two groups: **GROUP A** — All children up to three years of age. **GROUP B** — Three years to six years inclusive. Each group will be judged separately.
3. The contest begins Tuesday, June 28th and ends Wednesday, August 27th. Each contestant must have an entry form **REGISTER AT OUR CORPORATION** in his file. No exceptions.
4. **PHOTOGRAPHY** will be judged solely by personality as reflected in the portrait. Entry costume and clothing will not affect the decision of the judges. All photos and display photos remain the property of MAXWELL STUDIOS and CAMERA SHOP to be displayed in the area. We reserve the right to select any contestant.
5. An impartial board of judges will select the winners. Their decision will be final. During the contest there will be **APPROX. 1000** **PHOTOS** **EX** **PHOTO** **PHOTOGRAPHY**. The same high quality that resulted in the winning the highest portrait quality in 1957, will prevail.

Enter Your Child! Free! No Obligation!

Maxwell Studios and Camera Shop, 222 Sask. Ave. W., Portage — Dial 7-5901 for Appointment.

Entry Forms must be obtained from **CO-OP SHOPPING CENTRE**,
After 6.00 p.m. at Playhouse Theatre.